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AI in Tech Services: What You Need To Know

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AI has moved beyond hype and is actively transforming tech services today.

Yet, most companies are still struggling to integrate AI effectively. This ebook explores key trends, challenges, and AI strategies that tech leaders must adopt now to stay competitive.

Key questions you'll want to keep in mind:

- **How are AI-driven companies outperforming competitors?**
- **What's the real business impact of AI in tech services?**
- **How can AI optimize your company's operations today?**

This ebook is designed to provide insights into the current AI landscape, real-world use cases, and frameworks for AI adoption.

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The Urgency of AI: Why It's No Longer Optional

Artificial Intelligence is no longer an emerging trend, but a competitive necessity. Organizations that fail to adopt AI risk losing market share, operational efficiency, and customer satisfaction. Explore why AI adoption is critical for tech services providers and how it reshapes the business landscape.

The Business Case for AI

The real business case for AI lies in the outcomes being realized by companies actively using it. Across TSIA member examples, AI is enabling organizations to:

- Radically accelerate decision making with real-time, data-driven insights
- Reduce operational complexity by automating tasks and streamlining workflows
- Increase efficiency across functions, from support to delivery to success
- Enhance the customer experience through personalization, proactive engagement, and faster resolution times

These are not future-state benefits—they're happening now. Organizations that delay AI adoption risk falling behind their peers in profitability and customer impact.

How AI Is Disrupting Business Operations

AI is driving three significant business advantages:

1. **Data-Driven Decision-Making:**
   AI-powered analytics provide faster insights, enabling companies to make data-driven decisions confidently.
2. **Operational Efficiency**
   AI automation eliminates bottlenecks, reduces costs, and improves productivity across various business functions.
3. **Hyper-Personalization**
   AI enhances customer engagement by predicting needs and delivering personalized experiences at scale.

Actionable Takeaway:

If AI isn't an integral part of your company strategy, it will fail to live up to expectations. Here's how to fix that:

- **Step 1:** Identify your AI maturity level.
- **Step 2:** Secure executive sponsorship for AI initiatives.
- **Step 3:** Develop an AI roadmap with measurable KPIs.

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AI. For Technology Services.

What it is

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Why it Matters

Trusted Answers, Not Generic AI: Based on TSIA's proprietary data—not the open web.

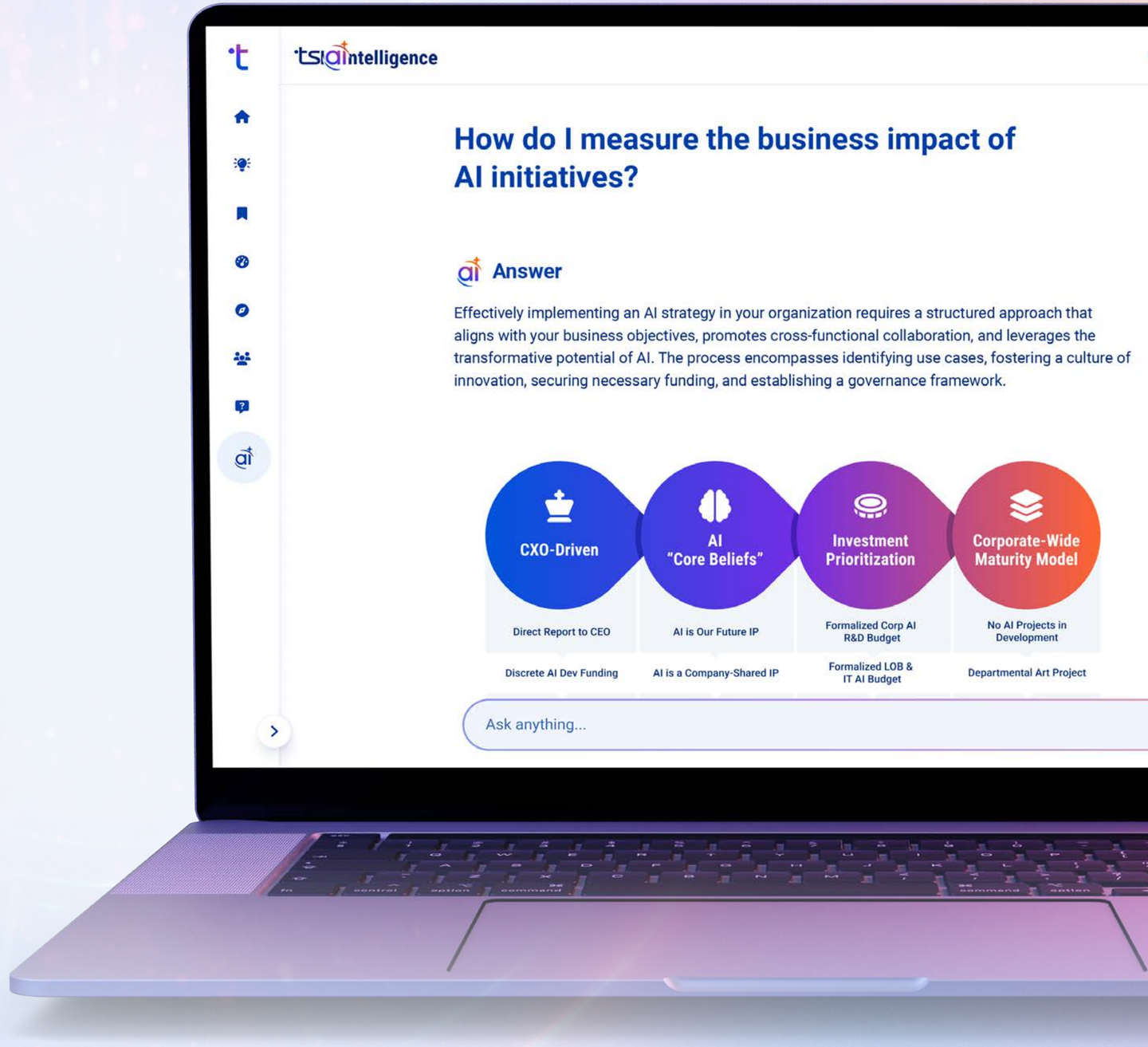
Instant Value: Summarizes reports, answers questions, and visualizes data in seconds.

Built for Tech Services: Specialized insights tailored to your industry challenges.

Experience TSIA Intelligence today—for free—in the TSIA Portal.

Generic AI gives general answers. TSIA's AI gives the right ones.

Ask a Question



The AI Maturity Model: Where Are You Now?

Before you can lead with AI, you need to understand your current level of maturity. That's why TSIA has evolved beyond static capability checklists and introduced the AI Maturity Model—a practical framework to help you assess your current stage on the journey and determine the next steps.

Whether you're experimenting with chatbots or orchestrating enterprise-wide AI initiatives, your maturity stage directly impacts your ability to compete, innovate, and grow.

Why AI Maturity Matters

The AI revolution is not on the horizon—it's here. Yet, while 77% of companies are actively investing in AI, only 35% have executive-level leadership driving the strategy. The result? A widening gap between AI-advantaged and AI-disadvantaged companies. Without structured leadership, discrete funding, and enterprise coordination, AI projects become siloed "art experiments" with limited ROI.

The TSIA AI Maturity Model provides a clear, four-stage progression to help companies go from disconnected pilots to enterprise-wide, results-driven adoption.

The AI Maturity Model

1 No AI Projects

During this initial phase, companies have not yet embarked on any AI initiatives. They may be unaware of the potential benefits of AI or lack the necessary resources and expertise to get started.

These companies are, and will remain, AI-disadvantaged as their competitors and the industry overall continue to pick up steam.

2 Department Art Projects

AI capabilities are treated as shared intellectual property that belongs to the entire company. Collaboration and knowledge sharing must happen across teams and departments to maximize the benefits of AI.

AI capabilities should be replicated and distributed across teams. This approach fosters a culture of innovation and ensures that your company leverages AI effectively to drive business value.

3 Coordinated Development

At this stage, there is evidence of corporate-wide development of AI activities. Each organization within the company is actively exploring and employing AI to address specific challenges and opportunities.

However, there is still a need to maximize alignment across the enterprise to accelerate substantial impact.

4 Measurable AI Impact

In this final phase, companies can demonstrate a measurable impact on revenue growth, profitability, and improved customer experiences through the effective use of AI.

They have established a mature AI strategy with a dedicated budget, centralized governance, and a culture of innovation that promotes continuous exploration and experimentation with AI technologies.

The AI Maturity Model Stages

The Four Stages of AI Maturity

TSIA's AI Maturity Model outlines a progressive path toward becoming an AI-first enterprise:

1. **No AI Projects in Development**
   Companies at this stage have not begun any formal AI initiatives. AI is often viewed as experimental or unrelated to strategic priorities.
2. **Departmental Art Projects**
   Some business units are piloting AI—often without cross-functional coordination, executive sponsorship, or shared KPIs. These projects may show potential but lack scale or sustainability.
3. **Coordinated AI Development**
   AI efforts are now aligned with corporate goals. Governance frameworks are in place, and departments collaborate around shared data, tools, and performance metrics.
4. **Enterprise-Wide, Results-Driven**
   AI is embedded in the organization's operating model. There is executive ownership, dedicated AI funding, and measurable business outcomes tied to AI investments. This is the hallmark of AI-first companies.

From Maturity to Momentum

Achieving enterprise AI maturity isn't just about technology—it's about leadership, governance, and cultural readiness. Companies that embed AI into their core operations and decision-making will unlock new levels of speed, scalability, and customer value.

If you're ready to shift from isolated pilots to integrated platforms, from data chaos to data confidence, and from insight to action—this is your moment.

Self-Check: Where Does Your Company Stand?

Take a few minutes with Performance Optimizer, our free benchmarking tool, to see how your company stacks up against industry leaders.

AI in Action: Real-World Success Stories

The best way to understand AI's impact is through real-world examples. This section explores how leading technology companies, such as Dell Technologies, Nokia, and OpenText, have successfully integrated AI into their operations. These case studies highlight their challenges, the AI solutions they implemented, and the tangible benefits they achieved.

NOKIA AI Chatbots That Reduced Support Tickets by 40%

Problem:

Engineers spend excessive time searching for technical solutions and documentation.

AI Solution:

An AI-driven chatbot with Natural Language Processing (NLP) and domain-specific knowledge.

Results:

- 40% faster response times.
- 31% fewer assisted support cases.
- Significant improvement in customer satisfaction and engineer efficiency.

opentext™ AI for Content Creation in Education

Problem:

Traditional content development methods were slow, expensive, and difficult to scale.

AI Solution:

AI-powered content generation, automated translation, and text-to-voice tools.

Results:

- 40% reduction in time to develop content.
- 90% accuracy in proofreading.
- Scalable, personalized learning content for global audiences.

DELL Technologies AI in Customer Support

Problem:

High service costs, repetitive troubleshooting, and inefficient case resolution.

AI Solution:

AI-powered Next Best Action (NBA) system, leveraging machine learning and predictive analytics.

Results:

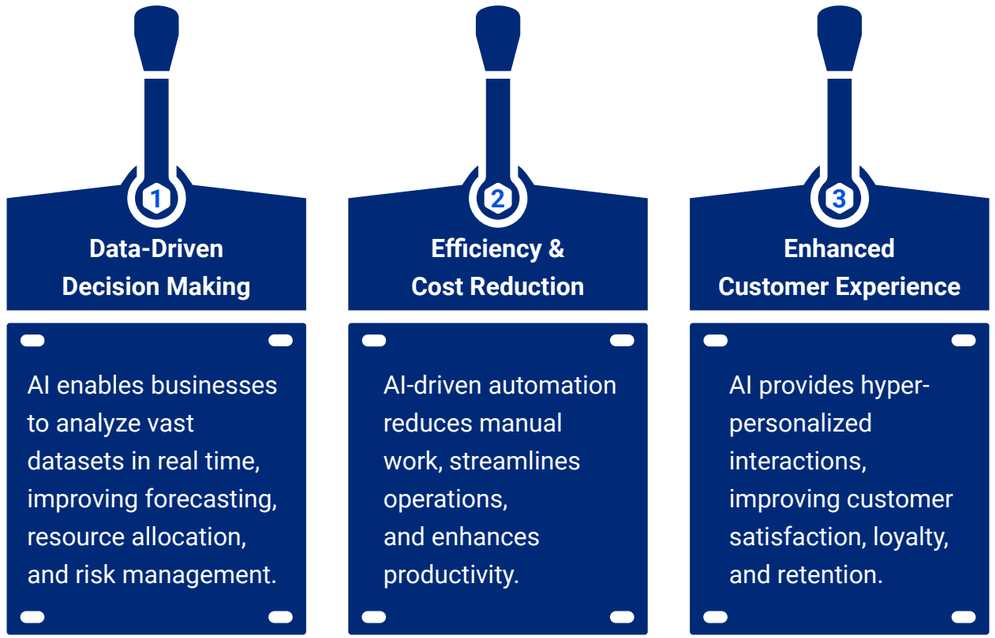
- 94% issue resolution for in-scope products.
- 47% fewer repeat dispatches.
- $50M in cost savings.
- Enhanced customer experience and reduced operational costs.

Ask yourself:

What AI tactics from these companies can you apply today?

The Three AI Levers To Transform Business Operations

AI has the potential to revolutionize business operations, but its impact is strongest in three key areas: data-driven decision-making, operational efficiency, and customer experience. These three AI levers offer insights into how companies can utilize AI to optimize their workflows and improve service delivery.



Your AI business playbook:

Fast Wins:
AI chatbots & automation.

Advanced AI:
Predictive analytics & process automation.

Future AI:
AI-driven revenue forecasting.

The Hidden Challenge: Why Operationalizing AI Is Hard

While AI holds immense potential, many organizations struggle to implement it effectively. Barriers to AI adoption include unclear ROI, workforce disruptions, disorganized data strategies, and a lack of structured AI governance. Companies must move beyond experimental AI projects and integrate AI into core business processes to unlock its full potential.

However, scaling AI from proof-of-concept to widespread adoption presents significant challenges. This paper will explore these challenges, offer strategic recommendations, and discuss how to help organizations overcome AI implementation hurdles.

The “Black Box” of AI Deployment

AI is often perceived as a "black box"—a complex, opaque system where inputs go in and results emerge with little transparency. This lack of visibility makes it difficult for business leaders and decision-makers to assess AI's true impact and justify investment. Key concerns include:

- **52% of companies don’t know how to measure AI ROI.**
- **AI reduces headcount by 20%, but what’s the cost?**
- **Tech giants are shrinking their workforces while increasing AI adoption.**

To successfully deploy AI, companies have gone beyond isolated AI projects and adopted an enterprise-wide strategy. This involves clear metrics, executive buy-in, and continuous AI performance evaluation.

Top Barriers to AI Implementation

Despite AI’s transformative potential, several challenges prevent organizations from fully operationalizing it:

1. **Lack of AI Governance and Strategy**

   Many organizations treat AI as separate projects rather than a core strategic function. Alignment across departments is difficult without a governance structure to oversee AI investments.

2. **Data Silos and Quality Issues**

   AI is only as good as the data it processes. Organizations must establish strong data governance policies and invest in data integration tools, to ensure AI models are trained on high-quality, accessible information.

3. **Workforce Disruption and Resistance to AI Adoption**

   AI’s ability to automate tasks and optimize workflows often sparks concerns about job displacement. Employees worry about being replaced, while leadership struggles with reskilling teams.

4. **Measuring AI ROI and Business Impact**

   One of the biggest roadblocks to AI adoption is the difficulty in measuring its return on investment. Executives need clear metrics to assess AI's value, but traditional financial models don't always capture AI-driven benefits.

Overcoming AI Deployment Challenges: A Strategic Approach

Despite these hurdles, companies can successfully operationalize AI with a structured approach:

Develop an AI strategy:
Align AI initiatives with business objectives and secure executive buy-in.

Invest in data readiness:
Break down silos, improve data quality, and ensure compliance.

Prioritize AI ethics and transparency:
Build trust through responsible AI policies.

Upskill and reskill the workforce:
Foster a culture of AI literacy and human-AI collaboration.

Implement AI performance metrics:
Define KPIs that track AI's impact on efficiency, revenue, and customer experience.

By proactively addressing these challenges, organizations can move beyond AI experimentation and integrate AI into their core business functions, unlocking its full transformative potential.

Big Question:

What changes are you currently facing with AI?

The TSIA pAIn Framework: How To Ride the AI Wave

Not all organizations are equally prepared for AI adoption. Some companies lead the AI revolution, while others lag behind due to structural and strategic limitations. Meet the TSIA pAIn Framework, which categorizes companies based on their AI readiness and provides actionable steps to move from lagging to leading in AI implementation.

Assessing Your AI Readiness

TSIA identifies six parameters that determine a company's ability to ride the AI wave:

1. **Current AI Capabilities:**
   Does the company already have differentiated AI offerings?
2. **Connected Customers:**
   Does the company gather data on product usage (e.g., SaaS telemetry)?
3. **Customer Acceptance:**
   Are customers ready for XaaS models that enable AI?
4. **Data Quality:**
   Is there strong governance over operational and customer data?
5. **Organizing for AI:**
   Is there executive-level oversight and significant investment in AI initiatives?
6. **Recurring Revenue Model:**
   Is the business model subscription-based, to facilitate monetization of AI as a service?

These parameters enable companies to assess their risk of disruption and prioritize AI initiatives.

The pAIn Framework: AI Readiness Profiles

Based on the six parameters, companies fall into one of five categories:

1. Advantaged AI Leaders		
Capabilities Differentiated AI, connected products, recurring revenue.	**Example** Adobe, Microsoft.	**Position** Well-positioned to capitalize on AI and maintain strong valuations.

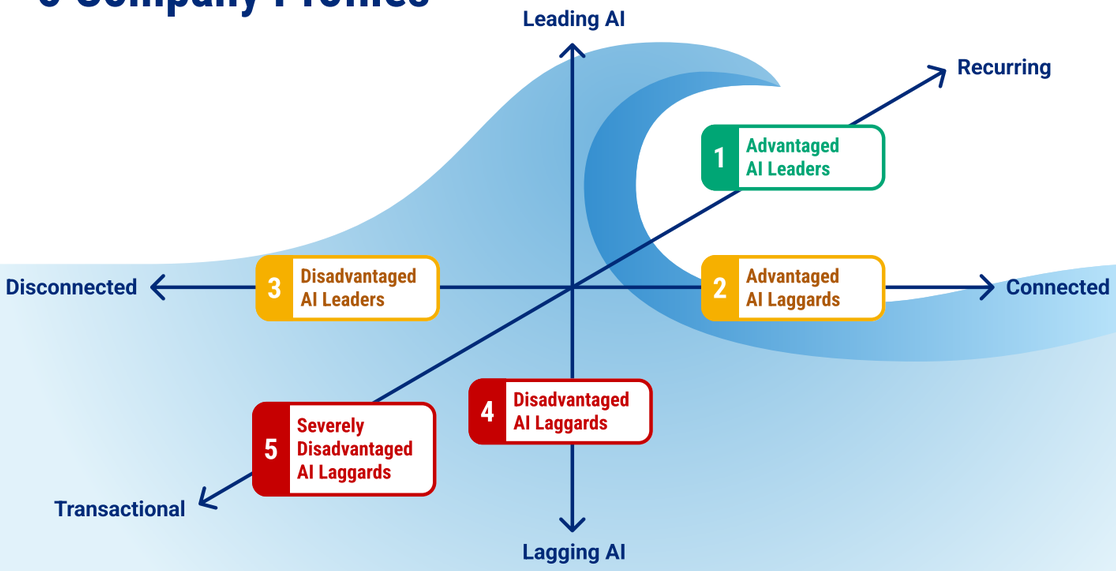
2. Advantaged AI Laggards		
Capabilities Connected products and recurring revenue, but no AI differentiation.	**Example** Born-in-the-cloud SaaS companies lagging in AI development.	**Opportunity** Use connected data to build AI capabilities quickly.

3. Disadvantaged AI Leaders		
Capabilities Differentiated AI but lacking connectivity and recurring revenue models.	**Example** Traditional enterprise hardware companies acquiring AI capabilities.	**Focus** Develop connected solutions and shift to recurring revenue models.

4. Disadvantaged AI Laggards		
Capabilities Recurring revenue but no AI differentiation or connected products.	**Example** Legacy software companies with disconnected, on-premise solutions.	**Action** Prioritize connecting customer solutions.

5. Severely Disadvantaged AI Laggards		
Capabilities No AI differentiation, connected products, or recurring revenue.	**Example** Legacy hardware companies with little or no product telemetry.	**Risk** Most likely to miss the AI wave entirely.

Riding the AI Wave: 5 Company Profiles



The Five AI Company Profiles:

- **Advantaged AI Leaders** (AI-first, connected, recurring revenue)**.**
- **Advantaged AI Laggards** (Cloud companies without strong AI).
- **Disadvantaged AI Leaders** (Strong AI, weak customer connectivity).
- **Disadvantaged AI Laggards** (Legacy software with no AI strategy).
- **Severely Disadvantaged AI Laggards** (Traditional businesses at risk).

Assess Your AI Readiness:

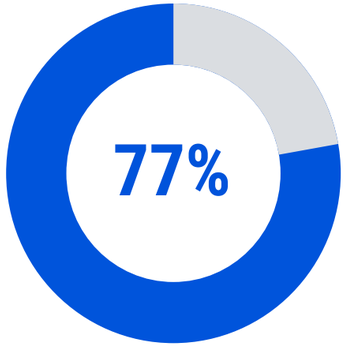
Quick AI Maturity Assessment: With the above information, determine where your company stands in the AI adoption journey.

The AI-First Strategy: C-Suite Execution Plan

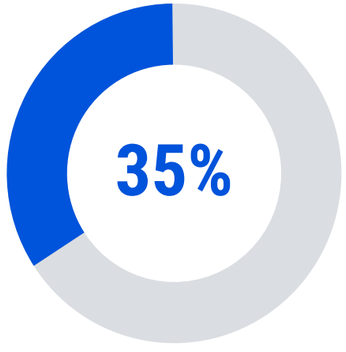
Introduction

AI transformation requires more than just technical implementation—it demands strategic leadership. The most successful AI-driven companies ensure that their AI strategy is guided by executive oversight and enterprise-wide alignment. We'll discuss how C-suite executives can drive AI adoption, secure buy-in across teams, and position their organizations for long-term AI success.

Companies Allocating Specific Funding for AI



C-Level Responsible for AI Strategy



AI is a leadership priority, not an IT project.

For AI to be truly transformational, it cannot be treated as just another IT initiative. Instead, it must be embedded in the organization's strategic vision, championed by the C-suite, and integrated into key decision-making processes. Companies that successfully scale AI position it as a core business enabler, rather than a siloed technology.

Steps to Implement an AI-First Strategy

To transition from an AI-experimenting company to an AI-first enterprise, C-suite leaders should follow these structured steps:

1. **Establish a clear AI vision and leadership commitment**
2. **Invest in AI infrastructure and data readiness**
3. **Foster an AI-centric culture across the organization**
4. **Develop an ethical and responsible AI framework**
5. **Measure AI's impact on business outcomes**

C-Suite AI Playbook:

Driving AI for Competitive Advantage

To ensure a seamless transition to an AI-first enterprise, executives should focus on the following:

- **Align AI initiatives with core business goals:**
  AI should directly support company-wide objectives like market expansion, cost reduction, or enhanced customer experiences.
- **Invest in AI infrastructure and data readiness:**
  AI success depends on breaking down silos and ensuring AI adoption across departments.
- **Stay agile and adaptive:**
  The AI landscape evolves rapidly; companies must remain flexible and iterate AI strategies based on real-time insights

By embedding AI into your vision and culture, you can drive a lasting competitive advantage and begin your transformation to an AI-first enterprise.

Make Smart Decisions.™ With AI

Artificial intelligence is not a distant vision—it's the engine powering the most successful transformations in technology services today. For tech leaders, AI unlocks operational excellence, empowers data-backed strategy, and enables next-level customer engagement. Those who leverage it effectively aren't just keeping up—they're setting the pace.

As you've seen in this ebook, the key to AI success is not just technology—it's leadership. Companies that embrace AI as a strategic priority, led from the top and operationalized across the enterprise, will unlock new levels of growth, profitability, and customer value.

What we've covered:

- Why AI adoption is now a competitive necessity—not an option
- Real-world success stories from tech leaders like Dell, Nokia, and OpenText
- The three AI levers that can redefine your business model
- TSIA frameworks, like the pAIn Matrix and AI Maturity Model, to guide your next move
- How to shift from AI experiments to an AI-first enterprise strategy

Your Next Step

AI transformation doesn't happen overnight, but it starts with a decision. Define your current state. Align your executive team. Build your roadmap. And commit to scaling AI in ways that deliver meaningful business outcomes.

TSIA is here to help. Whether you're looking to benchmark your AI maturity, connect with peers, or activate proven frameworks, we're your partner in navigating the AI-powered future of tech services.

Visit tsia.com or explore the free TSIA Portal for instant access to actionable insights, tools, and personalized recommendations.

Let's shape the future—together.

Make Smart Decisions.™

Ask a Question

Ideas for Action

Do these challenges resonate with you? If you're a tech services professional uncertain about the changes your organization needs to make—or concerned about how your role may be affected—TSIA can help.

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